

What is claimed is:

1. A system for providing designated content to specified users comprising:

a computer;

a communications link between said computer and the Internet;

5 a database accessible by said computer containing a plurality of content organized by geographic regions;

software executing on said computer for operating and maintaining a website accessible by users over said communications link,

10 means for tracing a geographic location of a user who accesses said website; and,

software executing on said computer for retrieving content from said database corresponding to the traced geographic location of the user, and presenting said retrieved content to the user on said website over said communications link.

2. The system of claim 1 wherein said tracing means comprises software executing on said computer for tracing a geographic location of a user who accesses said website.

3. The system of claim 1 wherein the user accesses said website using a mobile device incorporating wireless Internet technology.

4. The system of claim 4 wherein said tracing means comprises global positioning system technology incorporated into said mobile device capable of tracing a geographic location of said device utilizing a global positioning system.

5. The system of claim 4 wherein said tracing means further comprises software executing on said mobile device for utilizing said global positioning

system to trace the geographic location of the device and transmitting said determined location to said computer over said communications link.

6. The system of claim 3 wherein said tracing means comprises software executing on said computer for determining the location of said user based on a location of a signal tower receiving a communication signal emitted from said mobile device.

7. The system of claim 6 wherein the location of the user is determined through triangulation of a communication signal emitted from said mobile device.

8. The system of claim 1 wherein each of said plurality of content in said database contains information in a language corresponding to a geographic region by which said content is organized.

9. A system for providing designated content to specified users comprising:

a computer;

a communications link between said computer and the Internet;

5 software executing on said computer for operating and maintaining a plurality of websites accessible by users over said communications link wherein each of said plurality of websites contains content specific to a designated geographic region;

10 means for tracing a geographic location of a user who accesses said website; and,

software executing on said computer for determining a website to present to the user based on the traced geographic location of the user, and presenting said determined website to the user over said communications link.

10. The system of claim 9 wherein said tracing means comprises software executing on said computer for tracing a geographic location of a user who accesses said website.

11. The system of claim 9 wherein the user accesses said website using a mobile device incorporating wireless Internet technology.

12. The system of claim 11 wherein said tracing means comprises global positioning system technology incorporated into said mobile device capable of tracing a geographic location of said device utilizing a global positioning system.

13. The system of claim 12 wherein said tracing means further comprises software executing on said mobile device for utilizing said global positioning system to trace the geographic location of the device and transmitting said determined location to said computer over said communications link.

14. The system of claim 11 wherein said tracing means comprises software executing on said computer for determining the location of said user based on a location of a signal tower receiving a communication signal emitted from said mobile device.

15. The system of claim 14 wherein the location of the user is determined through triangulation of a communication signal emitted from said mobile device.

16. The system of Claim 9 wherein each of said plurality of websites contains information in a language commonly used in the geographic region to which the website is designated.

17. A system for providing designated content to specified users comprising:

- a computer;
- a communications link between said computer and the Internet;
- 5 a database accessible by said computer containing a plurality of Internet addresses corresponding to a plurality of websites operated and maintained by third parties wherein each of said plurality of websites contains content specific to designated geographic locations;
- software executing on said computer for operating and maintaining a
- 10 website accessible by users over said communications link,
- means for tracing a geographic location of a user who accesses said website; and,
- software executing on said computer for retrieving an Internet address from said database corresponding a website containing content specific to the
- 15 traced geographic location of the user, and automatically redirecting the user to the website corresponding to the retrieved Internet address.

18. The system of claim 17 wherein said tracing means comprises software executing on said computer for tracing a geographic location of a user who accesses said website.

19. The system of claim 17 wherein the user accesses said website using a mobile device incorporating wireless Internet technology.

20. The system of claim 19 wherein said tracing means comprises global positioning system technology incorporated into said mobile device capable of tracing a geographic location of said device utilizing a global positioning system.

21. The system of claim 20 wherein said tracing means further comprises software executing on said mobile device for utilizing said global positioning system to trace the geographic location of the device and transmitting said determined location to said computer over said communications link.

22. The system of claim 19 wherein said tracing means comprises software executing on said computer for determining the location of said user based on a location of a signal tower receiving a communication signal emitted from said mobile device.

23. The system of claim 22 wherein the location of the user is determined through triangulation of a communication signal emitted from said mobile device.

24. The system of claim 17 wherein each of said plurality of websites is presented in a language commonly used in the geographic region to which the website is designated.